

Help us to put HEIHEI on the menu for ...

Te Kupu o te Wiki

... starts 21 July 2014

Why are we putting HEIHEI on the menu?

HEIHEI is the Māori word for CHICKEN. In 2014, HEIHEI is one of **50 Māori words** we're teaching the nation over **50 weeks**. We're promoting these other 'kai' words too:



ika



tio - oyster



āporo

Who is Te Kupu o te Wiki for?

Everyone! Including ...

- > Dairies
- > Wharekai
- > Takeaway bars
- > Cafes
- > Wānanga
- > Hotels
- > Restaurants
- > Wholesalers
- > Growers
- > Supermarkets

We invite all businesses to join in and introduce these Māori words to more than 4 million New Zealanders.

How we'll do it

Each week, we'll help New Zealanders learn and use each kupu Māori/Māori word.

Include each of the kupu on your menu, in promotions, in sales, in the window, on the shelf.

After 12 months, these 50 Māori words can be used as a basis for building Māori language skills.



"Would you like an inu with your meal?"

Our vision

Customers and staff will learn while they shop and are encouraged to use the Māori words e.g.:

"I'll have the heihei please."

"Buy two āporo, get one free."

What are the benefits?

Te Kupu o te Wiki helps te reo Māori to grow in its homeland.

Supporting **Te Kupu o te Wiki** is good for business, it's a talking point for customers.

Promoting te reo Māori with tourists and visitors is a unique part of the NZ experience.

Be a Māori language leader

For **Te Kupu o te Wiki** to succeed, we need language leaders – individuals and groups to make **Te Kupu o te Wiki** happen.

What will language leaders do?

- Get your business on board.
- Organise promotions and events for each new kupu.
- Support customers and staff with pronunciation.
- Seek the support of leaders and managers, so kupu Māori are learnt at all levels.

What does a language leader need?

- Enthusiasm to help others.
 - To represent te reo Māori positively.
 - Passion, let's make it normal to use te reo Māori at work, at home etc.
 - Commitment e.g. finding a little time each week to pull the information together.
- Basic Māori language skills. If you're not confident with the language, that's ok, invite Māori speakers to support you, or use our audio resources.

We're introducing these 'Kupu o te Wiki' on these dates:

Date	Kupu	English word	Promotions
28 Jul 14	heihei	chicken	On the shelf. On the menu. Other promotions e.g. discounts.
3 Nov 14	inu	drink	In service – would you like an inu?
17 Nov 14	āporo	apple	Signage.
4 May 15	ika	fish	Signage.
18 May 15	tio	oyster	National Tio / Oyster Festival.

Resources

By **June 27** we'll have resources available online at www.koreromaori.co.nz



**Te Wiki o
te Reo Māori**